

COMMUNITIES-ON-TAP

TOURISM ACTION PLAN NEWSLETTER

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MESSAGE FROM THE MINISTER



The Community Tourism Action Program will be providing \$30 million over the next five years to assist with the development of self-supporting tourism projects throughout the Province.

As can be seen in the following guidelines, both private sector and not-for-profit projects are eligible for funding assistance. All projects must be identified in your Tourism Action Plan and they must be endorsed by your Municipal Council in order to apply to the Community Tourism Action Program.

Municipalities can significantly lever or increase the amount of private sector and/or not-for-profit investment in

tourism facilities by creatively using the available grant monies. It is, however, of utmost importance to be certain that worthwhile private sector and not-for-profit projects are included in your Tourism Action Plan.

Municipalities matching our provincial share of 75% with the required 25% from their funds could then challenge the private sector and non-profit groups to match total funds raised. In this way funds are increased (in some instances more than doubled), allowing for an ability to increase the total tourism funds spent in your area and limiting your on-going operating costs.

For example, if your Municipality is eligible to receive \$300,000 and you match it with \$100,000 for a total of \$400,000, then the private sector and not-for-profit groups could be challenged to devise projects which could be matched on a 50/50 basis. In this manner you could generate at least \$800,000 of tourism projects in your area.

If this amount of leverage could be attained for the entire \$30 million program, it could result in \$80 - \$100 million of investment in tourism facilities throughout the Province.

Typically, none or very few of the projects developed in your Tourism Action Plan have to be done by your Government. We want to make sure that tourism becomes an economic and job-creating opportunity and not a social program.

The challenge is yours. I am confident that forward thinking municipal leaders can meet and even exceed this challenge.

Yours sincerely,

Don Sparrow
Minister of Tourism

GUIDELINES - COMMUNITY TOURISM ACTION PROGRAM

Revised as of May 3, 1988

What is the Community Tourism Action Program?

The Community Tourism Action Program will provide financial assistance to Alberta Municipalities, and others who wish to implement tourism-oriented capital development projects identified in Community Tourism Action Plans. The Program will provide \$30 million over a 5-year period beginning in fiscal year 1988/89. Funding for this program is being provided by Alberta Lotteries.

Who is eligible to apply?

Applications may be submitted by:

- Incorporated Municipalities that have prepared and endorsed a Community Tourism Action Plan. (Incorporated Municipalities include Cities, Towns, Villages, Summer Villages, Counties, Municipal Districts, Improvement Districts and Special Areas.)
- private sector and not-for-profit organizations that have had their projects endorsed by their Municipal Council and included in the Community Tourism Action Plan. These projects must have the written support of the municipality.
- Indian Bands and Metis Settlements that have produced and endorsed a Community Tourism Action Plan.

Two or more Municipalities may pool their allotments under the program to

facilitate larger-scale projects of a regional nature.

What types of projects are eligible for funding?

Tourism-oriented capital development projects which:

- are included in a municipally endorsed Community Tourism Action Plan.
- have been endorsed for funding purposes by the Municipality.
- do not require subsidization by the Province for on-going operation and maintenance costs.
- do not involve the staging of events.

Feasibility analysis, design work and construction supervision fees related to eligible capital development projects may be funded to a maximum 25% of a Municipality's allocation under this program.

Examples of tourism-oriented capital development projects which have already been included in municipally endorsed Community Tourism Action Plans include:

- directional and promotional signage
- golf course upgrading
- downtown revitalization projects
- interpretive/information projects

How often can applications for funding be made?

Applications can be made for as many projects as can be funded under the maximum funding allocation assigned to each Municipality, Indian Band, or Metis Settlement. Projects applied for by private sector and not-for-profit organizations will be funded from the allocation for the Municipality, Band or Settlement which chooses to support it, however, these applications must be endorsed in writing by the Municipality, Band or Settlement and all other program criteria must also be met.

Do we have to apply right away to be guaranteed funding?

Funds are allocated to Municipalities according to the program funding formula. It is not a "first-come, first-serve" program.

What is the funding formula for the program?

Approved projects will be cost shared with a maximum of 75% from the Provincial Government and a minimum of 25% from the applicant, as funding allocations permit.

Funding allocations are calculated on a per capita basis by Municipality:

\$50 per capita for the first 2,000 people

\$40 per capita for the next 3,000 people

\$35 per capita for the balance

The maximum allocation for a Municipality will be:

\$300,000 for Municipalities up to 15,000 population

\$500,000 for Municipalities between 15,000 and 100,000 population

\$2,000,000 for Municipalities over 100,000 population.



For purposes of calculating the grant allocations, the population figures will remain the same throughout the program's lifespan. Figures used for most Incorporated Municipalities will be the greater of:

- either the June 1987 figures, with amendments to January 1988, which have been published by Alberta Municipal Affairs, or
- the June 1988 figures which will be published by Alberta Municipal Affairs.

Population figures to be used for Indian Bands and Metis Settlements will be those supplied by Alberta Municipal

Affairs, Improvement Districts and Native Services Division, as of April 1, 1988. It should be noted that the Metis Settlement populations will be subtracted from the appropriate Improvement District populations.

The applicant's share of a project's eligible cost under this program (eg. 25%) cannot include funding received by the applicant from other government programs including the Canada/Alberta Tourism Agreement. Land, sweat equity and administration costs cannot be included under the applicant's share of the project's eligible costs.

What general application criteria exist?

An applicant to the Community Tourism Action Program must demonstrate that:

- the Municipality has a completed and endorsed Community Tourism Action Plan which includes a Tourism Policy, public input, and has been registered with Alberta Tourism.
- the project is contained in the Municipality's Community Tourism Action Plan (if two or more Municipalities are involved, the project must be endorsed in each Municipality's plan.)
- the applicant can provide 25% of eligible project cost requirements.
- the project can maintain long term, continuing self-sufficiency without provincial government subsidization.
- the project is oriented to tourism as opposed to local recreational use.

What are some other relevant program facts?

As of March 15, 1988, the following seven Municipalities had Community Tourism Action Plans endorsed and registered with Alberta Tourism: Brooks, Crowsnest Pass, Lethbridge, Rocky Mountain House, Sylvan Lake, Tofield and Whitecourt. Eligible projects initiated by these communities prior to the March 15, 1988 program announcement date will be considered for funding if all other program criteria are met.

Eligible projects that are initiated by any Municipality after March 15, 1988 will be considered for program funding if all other program criteria are met and provided that the project is not initiated until after it has been identified in a municipally endorsed Community Tourism Action Plan which has been registered with Alberta Tourism.

How will grant funds be disbursed?

For projects involving grants of \$15,000 or less, the entire amount of the grant will be made available once the project is approved and once the balance of the project's financing is demonstrated to the satisfaction of the Department of Tourism. The applicant will be required to account for the spending of the grant within a specific time period.

For grants greater than \$15,000, an amount equal to 25% of the grant will be made available once the project has been approved, and once the balance of the project's financing is demonstrated to the satisfaction of the Department of Tourism, and upon commencement of the project. The balance of the grant will be made available on a progress payment basis. The final grant payment will be made once the project is complete and the applicant has supplied a statement of expenditures satisfactory to the Department of Tourism.

The program will be administered by Alberta Tourism.

When can we apply?

Applications must be submitted on official program application forms.

Forms will be available in July 1988 and applications will be accepted after August 1, 1988.

For more information on the Community Tourism Action Program, please contact:

Ms. Jan Bloomfield, Director
or

Mr. Rick Siddle, Co-ordinator

Tourism Funding Task Force
18 Floor, 10025 Jasper Avenue
Edmonton, Alberta T5J 3Z3
Telephone: 422-9507

COMMUNITY TOURISM ACTION PROGRAM DEFINITIONS

1. Tourism

The practice of people travelling outside their own communities for rest, recreation, sightseeing or business.

2. Tourism Oriented Projects

Those projects that demonstrate the ability to attract tourists, to encourage tourists to stay longer and spend more money than they would have without the project.

3. Feasibility Analysis may include the following

- a. potential site(s) identification
- b. an assessment of the market potential and demand for the particular project(s) (needed to generate revenue figures)
- c. an assessment of the capital cost requirements for the particular project(s) (needed to generate expenditure figures)
- d. an economic cost/benefit analysis to determine the value of the project to the municipality (ies)
- e. an assessment of the long-term self-sufficiency of the project.

4. Capital Development Projects

Include the development and/or purchase of capital assets such as:

- land, buildings, structures, machinery, equipment, site improvements and infrastructure acquired and directly related to

the initial establishment of the authorized project

- to be eligible for program funding, capital assets must be purchased at fair market value from an arm's-length entity.
- unacceptable costs include goodwill, sweat equity, legal fees, financing charges, and administration costs.

5. Arm's Length Entities

Any person, organization or corporate body not related to or employed by the applicant.

6. Sweat Equity

Any labour or materials supplied to an eligible project at no cost.

7. Administration Costs

Any costs incurred by the applicant that are paid to non-arm's length personnel and that are related to the analysis, design, management, and construction supervision of an eligible project.

8. Non-Profit Organization

An organization constituted exclusively for charitable or benevolent purposes, which is duly registered by the Province of Alberta, where no part of the income is payable to, or otherwise available for, the personal benefit of any member of the organization.

REQUIREMENTS FOR REGISTRATION OF A TOURISM ACTION PLAN WITH ALBERTA TOURISM

Registration of your Tourism Action Plan (TAP) will enable you to become eligible for financial assistance through the Community Tourism Action Program.

Registration is basically intended to enable the administrators of the Community Tourism Action Program to

have assurance that the Tourism Action Plan has:

- a) been developed in comprehensive manner
- b) had the benefit of a committee that includes a cross-section of local individuals who are interested in tourism

- c) had the benefit of other public input
- d) the support and formal endorsement of the relevant **Local Authority**.

***Note: The term "Local Authority" will be used herein in place of Municipality, Improvement District, Special Area,**

Indian Band or Metis Settlement.

REGISTRATION REQUIREMENTS

1. Tourism Policy:

A tourism policy shall be adopted by the relevant Local Authority. This policy shall be a positive statement of support and encouragement for tourism within your jurisdiction (see Organization Book 2 of the Community Tourism Action Plan Manual for sample tourism policy). The tourism policy shall be stated in your formally endorsed TAP.

2. Tourism Action Committee:

A Tourism Action Committee shall be established to prepare and implement the TAP and shall be sanctioned by the relevant Local Authority in the form of a resolution or by-law. This Committee shall include representation from a broad cross section of groups/individuals within your jurisdiction having an interest in tourism (see Organization Book 2 of the Manual for suggested composition of the Committee and sample by-law).

A copy of the resolution or by-law passed by the relevant Local Authority, which sanctions the Tourism Action Committee, shall be included within the TAP.

A listing of all Committee members, who were members when the Plan was endorsed, and their affiliation(s) shall also be included in the TAP.

It should also be noted that no more than 1/4 of the Tourism Action Committee members shall represent the Council and/or administration of the Local Authority.

3. Community Tourism Action Plan Process and Plan Format:

The Community Tourism Action Plan Process and plan format, as outlined in the Community Tourism Action Plan Manual, shall be used to prepare the TAP (see Book 3 for Process, and Appendices Book 4 for sample plan). This will ensure that all the components of tourism have been addressed by the Committee.

The Tourism Action Plan Progress Chart, as found in the "Blank Worksheets" section of the Manual must be completed and forwarded to Alberta Tourism together with the completed plan.

The TAP shall follow the format as illustrated in the sample plan

(Appendices, Book 4 of the Manual). This will involve, as a minimum, completion of the Blank Worksheets. **Each identified objective shall have its own completed separate worksheet.**

Any objectives formulated in your Tourism Action Plan which will require major capital expenditures must include as an action step, the need to undertake a feasibility study, if one has not already been done.

4. Community Input:

Community support and involvement is an important aspect in the Community Tourism Action Plan Process. As a minimum, an advertised public meeting shall be held so that the general public has an opportunity to provide input into the draft plan, prior to formal endorsement by the Local Authority (see Process Book 3 of the Manual).

A copy of the advertisement, stating the purpose, date, time and location of the public meeting(s) shall be forwarded to Alberta Tourism, together with the completed Plan.

The plan shall identify how public involvement/input was obtained (an example of this is illustrated in the Introduction Section of the sample plan - Appendices Book 4 of the Manual).

5. Formal Endorsement:

The completed TAP, which includes public input, shall be formally endorsed by the relevant Local Authority.

A copy of the resolution by the relevant Local Authority stating that the Plan has been formally endorsed shall be forwarded to Alberta Tourism, together with the completed Plan and a letter of formal endorsement from the relevant authority shall be included in the TAP.

6. Plan Amendments:

It is recognized that, through monitoring and review stages, amendments to the Plan may be necessary. Amendments to the Plan shall be formally endorsed by the relevant Local Authority and shall include community input (as outlined in points 4 and 5 above).

A copy of resolution(s) passed by the relevant Local Authority regarding any amendments to the Plan shall be forwarded to Alberta Tourism.



Note: Committees wishing to undertake other tourism planning activities or public input activities aside from those outlined in the Community Tourism Action Plan Manual are encouraged to do so. The requirements herein are meant only to be minimum requirements.

A Tourism Action Plan, which meets the above minimum requirements, will be accepted for registration by the Alberta Department of Tourism when forwarded to:

Alberta Tourism
Planning Unit, Development
Division
16th Floor,
10025 Jasper Avenue
Edmonton, Alberta
T5J 3Z3
Telephone: (403) 427-4340

Two copies of your Tourism Action Plan or any amendments thereto must be sent when seeking registration.

Please note that registration of a TAP with Alberta Tourism does not automatically make identified objectives eligible for funding.

It is recommended that Alberta Tourism staff or consultants trained by our staff participate in the production of your Tourism Action Plan.

Alberta
TOURISM